

Message Text

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PAGE 01 BONN 15133 211449Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----065708 212210Z /75

R 211338Z AUG 78
FM AMEMBASSY BONN
TO USDOC WASHDC
SECSTATE WASHDC 1208
INFO AMEMBASSY BERN
AMEMBASSY VIENNA
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS BONN 15133

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FOREIGN BUYERS PROGRAM: FEBRUARY 25 - MARCH 2
INTELCOM, DALLAS

FRANKFURT ALSO FOR USTS

REFERENCE: USDOC 14909

1. SUMMARY: THIS MESSAGE CONFIRMS THAT THERE WILL BE
NO RPT NO MISSION-WIDE SUPPORT IN GERMANY FOR INTELCOM
'79. EMBASSY LOOKS FORWARD TO POSSIBLE COOPERATION WITH
SHOW ORGANIZERS FOR 1981 EVENT. END SUMMARY.

2. EMBASSY AND OTHER POSTS WELCOME HORIZON HOUSE'S
RECENT HONEST EFFORTS TO EVALUATE FIRM'S SHORTCOMINGS IN
REGARD TO INTELCOM 77. IN RECENT EXCHANGE OF LETTERS
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WITH HORIZON HOUSE, EMBASSY HAS INDICATED WILLINGNESS
UNDER CERTAIN CONDITIONS TO WORK WITH HORIZON HOUSE TO
ORGANIZE GERMAN TRAVEL TO INTELCOM IN FY 81.

3. FOR SOUND REASONS COMMUNICATIONS EQUIPMENT IS NOT A
THEME BEING PROMOTED UNDER THE MISSION'S CCP FOR FY 79.
MISSION IS, HOWEVER, ORGANIZING SUPPORT FOR TWELVE

US FBP FAIRS IN FY 79. NEXT INTELCOM, LIKE MANY OTHER ATTRACTIVE US FAIRS, IS ONE OF THOSE WHICH OUR LIMITED RESOURCES DO NOT PERMIT US TO BOOST. EVEN IF WE HAD RESOURCES TO MOUNT ONLY KIND OF INTENSIVE FBP SUPPORT WE NOW MOUNT IN FRG/BERLIN (GROUP TRAVEL, PREFERABLY WITH MISSION ESCORT), THERE IS NO LONGER ENOUGH TIME TO ORGANIZE FROM SCRATCH AND PROMOTE SUCH A FEBRUARY TRIP. NOR DO WE KNOW OF ANY MAJOR TRAVEL AGENT IN GERMANY WHICH HAS JUDGED IT WORTHWHILE TO OFFER A READYMADE PACKAGE TRIP WHICH WE COULD PROMOTE.

4. FINALLY, EMBASSY EXPLICITLY POLLED EACH GERMAN POST WHEN WE WERE DRAWING UP FY 79 CCP/FBP STRATEGY. NOT ONE WAS WILLING TO VOLUNTEER TO QUATERBACK TRIP TO INTELCOM. WITH CURRENT SHOW OF GOOD WILL BY HORIZON HOUSE, EMBASSY IS, HOWEVER, HOPEFUL THAT MISSION CAN BE MORE ACCOMMODATING BY 1981 SHOW.
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